

# The Maine STEP-UP Program

As Paul Hawken, and Amory and L. Hunter Lovins explain in their book, *Natural Capitalism: Creating the Next Industrial Revolution*:

"The next Industrial Revolution, like the first one, will be a response to changing patterns of scarcity. It will create upheaval, but more importantly, it will create opportunities. Business must adjust to these new realities. Innovative companies are already doing just that. They're profiting and gaining decisive competitive advantage — and their leaders and employees are feeling better about what they do too. They're in the vanguard of a new business model: natural capitalism."

In the next Industrial Revolution, government and business need to have a new relationship with shared goals for a sustainable world. The Maine STEP-UP Program is designed to help create these new relationships.

**PURPOSE:** The Maine SMART IRACKS for EXCEPTIONAL PERFORMERS and UPWARD PERFORMERS, or STEP-UP Program, offers recognition and other incentives to businesses interested in implementing sustainable practices. The program is designed to encourage companies to strive to achieve the sustainability goals set forth in the "Climbing the Mountain" diagram.

- STEP-UP is currently envisioned to provide a progression businesses can follow to become environmentally sustainable and to become leaders in the business community. The program is agreement-based, with both the DEP and the business committing to new ways of achieving business and environmental goals.
- STEP-UP is being proposed as three progressive tracks: the first will help businesses incorporate the basic tools needed to progress toward sustainable environmental practices; the second encourages businesses with the basic tools in place to further integrate Smart Production into their operations; and the third is for businesses who commit to achieve specific sustainability goals during the period of an agreement and who have already demonstrated commitment to Smart Production.



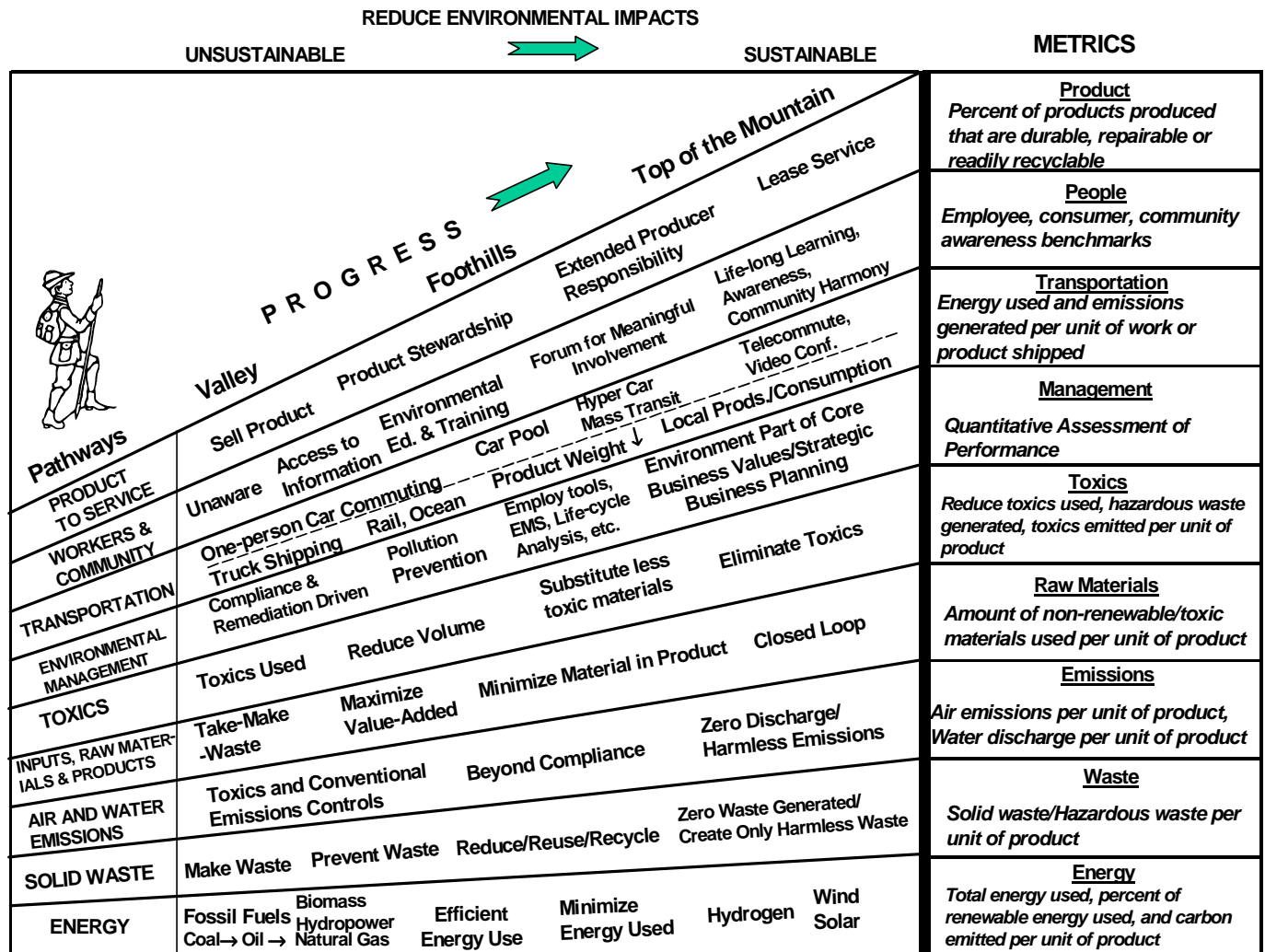
# Climbing to the Top of the Mountain: A Vision of Smart Production

The “**Climbing the Mountain**” diagram below summarizes the major concepts of Smart Production. Smart Production is a concept that will evolve over time as technology and experience provide new opportunities to innovate in ways that protect the environment and enhance business profitability.

## SMART PRODUCTION

Maine Department of  
Environmental Protection

“Climbing the Mountain”





## ***Maine STEP-UP Program Concepts:***

- Establish a fundamental change in the relationship between DEP, the public, and participating businesses.
- Create a method to facilitate ever improving, and ultimately sustainable, environmental practices and performance.
- Establish entry requirements and benefits that progressively increase from track to track.
- From CEOs to line employees, gain facility-wide commitments to continual environmental performance improvements, and ultimately the integration of environmentally sustainable practices.
- Evaluate progress using an environmental performance measurement system (metrics)
- Include public reporting and local community involvement as a basic program component.
- Educate other businesses and the public regarding environmentally sustainable practices.
- Use written agreements to define relationships and environmental sustainability commitments.

# MAINE'S SMART TRACKS *for* EXCEPTIONAL STEP-UP PERFORMERS *and* UPWARD PERFORMERS

## COMMITMENT TRACK

**OBJECTIVE:** Making exemplary environmental protection a fundamental aspect of day-to-day business operations.

### ENTRY REQUIREMENTS:

- Environmental business commitment.** Enter into a two-year agreement and institute a business model that includes environmental protection as a basic element in day-to-day decision making, as evidenced by pursuing from the *Climbing the Mountain* diagram *Smart Production* pathways:
  - Environmental Management Pathway.* Implementation of a 3<sup>rd</sup>-party certified Environmental Management System (EMS), and
  - Worker & Community Pathway.* Integration of responsibility for environmental management into each employee's job description.
- Sustainability commitments.** Follow at least one additional sustainability pathway identified on the *Climbing the Mountain* diagram (total of 3 pathways).
- Performance measurement.** Define goals, establish a baseline, set benchmarks, and track performance for the selected pathways.

### BENEFITS:

- Recognition.** Member facilities will receive public recognition from DEP.
- Relationship.** Participants define and negotiate the relationship needed with DEP.
- Mentoring.** Leadership and Sustainability Track businesses, and/or DEP, will provide free assistance at a member's facility.
- Record Keeping and Reporting.** Alternative procedures can be negotiated.

## LEADERSHIP TRACK

**OBJECTIVE:** Promoting sustainable environmental business practices with members of the public and other businesses.

### ENTRY REQUIREMENTS:

- Environmental business commitment.** Same as Commitment Track but with a three-year agreement and a record of substantial compliance.
- Sustainability commitments.** Same as Commitment Track, but also incorporating the *Energy Pathway* and at least one additional *Smart Production* pathway into facility operations (total of five pathways).
- Performance measurement.** Same as Commitment Track.
- Public Involvement.** Seek public involvement in setting goals and report on progress toward goals.
- Mentoring.** Establish a relationship with businesses enrolled in the Commitment Track to teach them how to improve their environmental performance.

### BENEFITS:

- Recognition.** Same as Commitment Track with the achievement of a *Smart Production* goal in the agreement resulting in a Governor's Award for Environmental Excellence.
- Relationship.** Same as Commitment Track but may be enhanced due to greater commitment.
- Mentoring.** Same as Commitment Track but may be enhanced due to greater commitment.
- Record Keeping and Reporting.** Alternative procedures can be negotiated.

## SUSTAINABILITY TRACK

**OBJECTIVE:** Achieving sustainability and communicating progress to members of the public and other businesses.

### ENTRY REQUIREMENTS:

- Environmental business commitment.** Same as Leadership Track but with a five-year agreement, and a record of substantial compliance.
- Sustainability commitments.** Same as Leadership Track, but achieving at least one Smart Production goal at the "top of the mountain" during the term of the agreement.
- Performance measurement.** Same as Leadership Track.
- Public Involvement.** Same as Leadership Track, includes establishing a community outreach program that solicits guidance about future actions.
- Mentoring.** Establish a relationship with businesses enrolled in Commitment or Leadership Track to teach them how to improve their environmental performance and incorporate sustainable practices in their operations.

### BENEFITS:

- Recognition.** Members automatically receive a Governor's Award for Environmental Excellence.
- Relationship.** Same concept as Leadership Track; but may be enhanced due to greater commitment.
- Mentoring.** Same concept as Leadership Track but may be enhanced due to greater commitment.
- Record Keeping and Reporting.** Alternative procedures can be negotiated.



## How does my Company Join?

### PROCESS:

The Maine STEP-UP Program is a flexible means for a business to reach environmentally sustainable levels of performance. The Department of Environmental Protection recognizes that business needs and environmental objectives will be different for each company. As such, the DEP will work with a business to negotiate an agreement that describes a unique relationship that will facilitate environmental sustainability.

To participate in STEP-UP, a business should contact the Maine Department of Environmental Protection (287-2812). DEP staff will then meet with the business to discuss its sustainability and business objectives and determine which track fits best as an entry point into the program. Once this is determined, an agreement will be negotiated to define specific commitments and benefits (see right hand column). Agreements will be for specified periods of time, during which performance in meeting goals will be measured. It is envisioned that at the end of an agreement, progress will be assessed, new goals established and new agreements formed to continue a business' participation in the program. Although a business may voluntarily leave the program at any time, if an agreement is terminated, the benefits of participating in the program also terminate.

## Relationship between DEP and Company:

### POTENTIAL SUSTAINABILITY COMMITMENTS

#### MADE BY BUSINESS

(Commitments may be unique to each company)

Community involvement/public information  
Elimination of toxics used and/or discharged  
Elimination of hazardous waste generated  
Environment as a core business value  
Energy conservation/reduction/alternative energy sources  
Mentoring other companies  
Product-to-Service (see Climbing the Mountain diagram)  
Recycling  
Reduction in raw material use  
Transportation  
Worker involvement

### POTENTIAL BENEFITS TO THE BUSINESS

(Benefits may be unique to each company)

Alternative record keeping requirements  
Compliance assistance  
Electronic reporting capability  
EMS/ISO technical assistance  
Energy auditing  
Mentoring assistance  
Penalty forbearance  
Performance auditing training  
Designated DEP point of contact  
Smart production technical assistance  
Recognition